

**SB129 INTRODUCED**



1 SB129  
2 6YJ9831-1  
3 By Senator Melson  
4 RFD: Judiciary  
5 First Read: 13-Jan-26



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## 4 SYNOPSIS:

5 This bill would require developers of generative  
6 artificial intelligence (AI) systems to disclose when  
7 an image or video content is AI-generated.

8 This bill would require the disclosures to be  
9 made in the same format as the AI-generated content, be  
10 conspicuous, unavoidable, understandable to a  
11 reasonable person, and not be contradicted by the  
12 AI-generated content.

13 This bill would require developers of generative  
14 AI systems to implement reasonable procedures to ensure  
15 disclosures may not be easily removed by third-party  
16 licensees and end users.

17 This bill would provide that a violation of this  
18 act is an unlawful trade practice under the Deceptive  
19 Trade Practices Act.

20 This bill would provide a private right of  
21 action for persons injured by a violation of this act.

22 This bill would also provide for the enforcement  
23 of this act.

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26 A BILL

27 TO BE ENTITLED

28 AN ACT



29  
30                   Relating to artificial intelligence; to require  
31    developers of generative artificial intelligence (AI) systems  
32    to disclose when image or video content is AI-generated; to  
33    provide requirements for AI-generated content disclosures; to  
34    provide that a violation of this act is an unlawful trade  
35    practice under the Deceptive Trade Practices Act; to provide a  
36    private right of action; and to provide for the enforcement of  
37    this act.

38                   BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

39                   Section 1. For the purposes of this act, the following  
40    terms have the following meanings:

41                   (1) AI-GENERATED CONTENT. Images, video, or audiovisual  
42    content that is substantially created or modified by a  
43    generative artificial intelligence system such that the use of  
44    the system materially alters a reasonable person's  
45    understanding of the meaning or significance of the content.

46                   (2) ARTIFICIAL INTELLIGENCE or AI. The term as defined  
47    in Section 17-5-16.1, Code of Alabama 1975.

48                   (3) ARTIFICIAL INTELLIGENCE SYSTEM. Any machine-based  
49    system, for any explicit or implicit objective, that infers  
50    from inputs to the system how to generate outputs, including  
51    content, decisions, predictions, and recommendations, that may  
52    influence physical or virtual environments.

53                   (4) DEVELOPER. Any person doing business in this state  
54    that develops or significantly updates an artificial  
55    intelligence system that is offered, sold, leased, given, or  
56    otherwise provided to consumers in this state.



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57 (5) GENERATIVE ARTIFICIAL INTELLIGENCE. Artificial  
58 intelligence based on a foundation model that is capable of  
59 and used to produce synthetic digital content, including  
60 audio, images, text, and videos.

61 (6) GENERATIVE ARTIFICIAL INTELLIGENCE SYSTEM. Any  
62 artificial intelligence system or service that incorporates  
63 generative artificial intelligence.

64 (7) METADATA. Structural or descriptive information  
65 about data.

66 (8) THIRD-PARTY LICENSEE. Any person in this state that  
67 holds a license from a developer to access and use a  
68 generative artificial intelligence system for its own  
69 purposes.



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85 (b) For a disclosure to be clear and conspicuous as  
86 required by subsection (a), the disclosure shall meet all of  
87 the following criteria:

88 (1) For content that is solely visual, the disclosure  
89 shall be made visually in the same means the content is  
90 presented.

91 (2) For content that is both visual and audible, the  
92 disclosure shall be visual and audible.

98 (4) An audible disclosure shall be delivered in a  
99 volume, speed, and cadence sufficient for a reasonable person  
100 to easily hear and understand the disclosure.

101 (5) The disclosure shall be unavoidable.

102 (6) The disclosure shall use diction and syntax  
103 understandable to a reasonable person.

104 (7) The disclosure shall not be contradicted, mitigated  
105 by, or inconsistent with, anything else in the communication.

106 (c) A developer of a generative artificial intelligence  
107 system shall implement reasonable procedures to prevent  
108 downstream use of a generative artificial intelligence system  
109 without the disclosures required under subsection (a), which  
110 shall include:

111 (1) Requiring by contract that end users and  
112 third-party licensees of the generative artificial

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113 intelligence system refrain from removing any required  
114 disclosure from AI-generated content;

115 (2) Requiring certification that end users and  
116 third-party licensees will not remove any disclosure from  
117 AI-generated content; and

118 (3) Terminating access to the generative artificial  
119 intelligence system when the developer has reason to believe  
120 that an end user or third-party licensee has removed the  
121 required disclosure from AI-generated content.

122 (d) Any third-party licensee of a generative artificial  
123 intelligence system shall implement reasonable procedures to  
124 prevent downstream use of a generative artificial intelligence  
125 system without the disclosures required under subsection (a).  
126 The procedures shall include:

127 (1) Requiring by contract that end users of the  
128 generative artificial intelligence system refrain from  
129 removing any required disclosure from AI-generated content;

130 (2) Requiring certification that end users will not  
131 remove any disclosure from AI-generated content; and

132 (3) Terminating access to the generative artificial  
133 intelligence system when the developer has reason to believe  
134 that an end user has removed the required disclosure from  
135 AI-generated content.

136 Section 3. (a) A violation of this act shall constitute  
137 an unlawful trade practice under the Deceptive Trade Practices  
138 Act, Chapter 19 of Title 8, Code of Alabama 1975, and be  
139 subject to the enforcement provisions of that act.

140 (b) Prior to initiating an enforcement action for a

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141 violation of Section 2, the Attorney General may provide a  
142 developer 30 days' written notice identifying the specific  
143 provisions of Section 2 the Attorney General alleges have been  
144 or are being violated. If, within the 30-day period, the  
145 developer cures the noticed violation and provides the  
146 Attorney General an express written statement that the alleged  
147 violations have been cured and that no further violations  
148 shall occur, the Attorney General shall not initiate an action  
149 against the developer for the noticed violations.

150 (c) Any person injured due to a violation of Section 2  
151 shall be entitled to initiate an action pursuant to Section  
152 8-19-10, Code of Alabama 1975.

153 Section 4. This act shall become effective on October  
154 1, 2026.